

Rojkind Arquitectos enhances workflows with the HP Designjet T1500 ePrinter



At a glance

Industry sector: Architecture, Engineering, & GIS

Business name: Rojkind Arquitectos

Headquarters: Mexico City, Mexico

Website: rojkindarquitectos.com



Challenge

- Rojkind Arquitectos needed a more efficient way to print top-quality architecture drawings in-house.
- As an international firm with a busy office, the team needed an easy-to-operate printer with mobile printing options.

Solutions

- The firm began testing the innovations found in the new, compact HP Designjet T1500 ePrinter.
- The printer's HP Designjet ePrint & Share feature enables Rojkind Arquitectos to stay mobile and save time.¹

Results

- Thanks to the HP Designjet T1500 ePrinter's easy operation, ergonomic design, and output stacking tray, Rojkind can increase efficiency around the office.
- The Rojkind team will use the HP Designjet T1500 ePrinter's fast printing speeds and excellent print quality to create high-end architectural drawings on short notice.
- With HP Designjet ePrint & Share, Rojkind Arquitectos has the ability to access, view, and print files on the go—from almost anywhere business takes them.¹

"The HP Designjet T1500 ePrinter will allow our entire office to create high-quality work with efficiency and speed. It's truly a new way of working."

—Gerardo Salinas,
Principal, Rojkind Arquitectos

Rojkind Arquitectos is grounded in collaboration. The 11-year-old architecture firm, based in Mexico City, boasts an award-winning team that works with a global network of consultants to create groundbreaking designs – such as the dramatic expansion of Mexico's National Film Archive and Film Institute. To stay connected to its traveling team, the firm relies heavily on technology.

Despite frequent work abroad, the design process still begins in the office with a paper drawing. Rojkind Arquitectos previously outsourced its printing – but found it difficult to control quality and deadlines. In 2006, the firm began printing in-house with HP Designjet technology, easing the strain. But as the staff grew – and office space became tight – the team needed a smaller, more productive printer for its multiuser workflows.

To meet its needs, the firm began testing the new HP Designjet T1500 ePrinter. The compact device seems to fit the office's demands, offering it a convenient user experience, outstanding print quality at quick speeds, and on-the-go printing access enabled by HP Designjet ePrint & Share.¹ "We can print fast and the quality is great, but what is really interesting is the idea of mobility," explains firm principal, Michel Rojkind. With elevated capabilities, the firm is poised for success in and out of the office.

Convenient operation yields increased productivity

Rojkind Arquitectos is a busy place. In an office of 25 people, juggling schedules is tough. Juggling the printer's output is even tougher, which is why the firm is thankful the innovative and intuitive HP Designjet T1500 ePrinter is designed for efficient operation in a multiuser work environment.

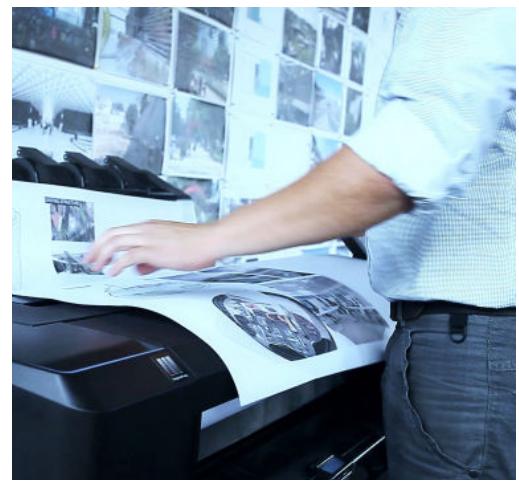
The integrated output stacking tray on the printer can receive a variety of media, collate up to 50 sheets,² and deliver prints totally flat. "The HP Designjet T1500 ePrinter's ability to collate a variety of prints is amazing – making it much easier to organise jobs. No more fighting over the printer," says Rosalba Rojas, marketing director at Rojkind Arquitectos.

Maintaining and housing the printer is also convenient. Both Rojas and firm partner Gerardo Salinas appreciate how simple it is to load paper with the front-loading, ergonomic design. They're also impressed by the space-saving design of the 36-inch HP Designjet T1500 ePrinter. "We're running out of room here. The printer's compact size combined with the ability to change and monitor the paper rolls from the front makes working around here much easier. You can even replace rolls while sitting down," says Rojas.

Using the transparent cover, Rojkind Arquitectos can also monitor output with ease. "I can easily check every job during printing to ensure it is the best quality possible," says Rojas.

High-speed printing and high-quality prints

A fast reaction speed to client demands is essential for a team on a tight schedule, and print quality is not compromised for architectural drawings. Fortunately, the HP Designjet T1500 ePrinter is designed for fast



processing of complex files, with 64 GB of virtual memory, a 320 GB hard drive – and A1/D-size print speeds as fast as up to 21 seconds. "If we need to change things and print new drawings in the last two hours before a presentation, we'll be able to do that," says Salinas.

The HP Designjet T1500 ePrinter also delivers outstanding print quality, with accurate lines and details in CAD or GIS drawings. Using six Original HP inks, the printer can produce true neutral grey and smooth area fills. To ensure drawings will print accurately, users can rely on the true print preview feature. "Every time we would outsource printing, it was a nightmare," says Salinas. "There was no control or time to redo things. We've always been obsessed with quality – now we can make sure each drawing is up to our standards."

Convenient collaboration across borders

The Rojkind team relies on HP Designjet ePrint & Share to empower its on-the-go collaboration.¹ With this free web service, users can access, view, and print files using an Apple® or Android™ smartphone or tablet from virtually anywhere.¹ "Even if I'm travelling, I can start sketching on my iPad® on the plane, and as soon as I have a WiFi connection, I can use the HP Designjet ePrint & Share app to send the information," says Rojkind.¹

One key aspect to the firm's mobility is the ability for users to access their Online Print History from HP Designjet ePrint & Share's cloud.¹ Salinas notes, "If I'm out of the office, I can still access the most current, up-to-date files. It's like being there – without being in the office."

HP Designjet ePrint & Share also enables printing via email.¹ "I can be on the way to the office, email a file to the printer from my iPhone®, and it's already printed at the office and waiting for me," he says.¹

Looking to the future, Rojkind Arquitectos is dedicated to designing bold architecture that improves communities. And the team knows cutting-edge technology is essential for a collaborative, on-the-go style. "The HP Designjet T1500 ePrinter will allow our entire office to create high-quality work with efficiency and speed," says Salinas. "It's truly a new way of working."

¹ Requires an HP Designjet ePrint & Share account, Internet connection to the printer, and connected Internet-capable device. When using the HP Designjet ePrint & Share mobile app, a compatible Apple® iOS or Android™ device and Internet connection are required. Data or connection charges may apply. Print times may vary. For more information, visit: hp.com/go/eprintandshare.

² Printed with plain paper of 80 g/m².

At press time (May 2013), Rojkind Arquitectos served as a beta test site for HP Designjet T1500 ePrinter and HP Designjet ePrint & Share.

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